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AF 13622/004  
P/3704-5

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patent Application of:

Steven Barritz, et al.

Date: October 6, 2005

Serial No.: 09/766,438

Group Art Unit: 3622

Filed: January 19, 2001

Examiner: Khanh H. Le

For: A SYSTEM AND METHOD FOR ESTABLISHING INCENTIVES FOR PROMOTING  
THE EXCHANGE OF PERSONAL INFORMATION AND TARGETED  
ADVERTISING

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**NOTICE OF APPEAL FROM THE PRIMARY EXAMINER  
TO THE BOARD OF PATENT APPEALS AND INTERFERENCES**

Sir:

Applicant hereby appeals to the Board of Patent Appeals and Interferences from the decision dated June 6, 2005 of the Primary Examiner finally rejecting claims 1-4, 6, 8-20, 22-42.

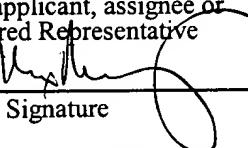
The Appeal Fee \$250 (Small Entity) is

Enclosed  
 Not required (fee paid in prior appeal)  
 Charge to Deposit Account No. 15-0700

If this communication is filed after the shortened statutory time period had elapsed and no separate Petition is enclosed, the Commissioner of Patents and Trademarks is petitioned, under 37 C.F.R. §1.136(a), to extend the time for filing a response by the number of months which will avoid abandonment under 37 C.F.R. §1.135. The fee under 37 C.F.R. § 1.17 should be charged to our Deposit Account No. 15-0700. In the event that the actual Appeal Fee is greater than the payment submitted herewith or is not enclosed, the Patent Office is authorized to charge the underpayment to Deposit Account No. 15-0700.

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on October 6, 2005:

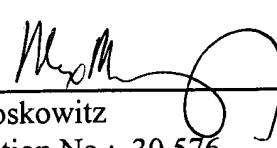
Max Moskowitz  
Name of applicant, assignee or  
Registered Representative



October 6, 2005  
Date of Signature

MM:JJF:ck

Respectfully submitted,

  
Max Moskowitz  
Registration No.: 30,576  
OSTROLENK, FABER, GERB & SOFFEN, LLP  
1180 Avenue of the Americas  
New York, New York 10036-8403  
Telephone: (212) 382-0700

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